



Success Story

**U.S. Small Business Administration
North Carolina District Office**

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SASSY'S COMPUTERS – Asheville, NC

SCORE helps Computer Business Keep Customers in Good Repair

In January 1995, Bill Conkis started Sassy's Software. At that time Sassy's sold strictly standard software titles such as Quicken, Quickbooks and Microsoft products. Bill soon discovered the tight profit margin didn't allow him for much of an advertising budget, much less a profit. He realized he needed help if he was going to compete with large retailers and other software sellers and had other issues to address.

On the advice of a former college professor, he met with SCORE counselor and chapter chairman John Schnautz of Asheville SCORE #0137.

The sessions with SCORE helped Bill develop a strategy which included selling computers and offering services that some larger businesses in the area did not, like repairs. Bill, who pretty much taught himself computer repair, decided to separate himself from his competitors. He became known as the "fastest repair shop in town." Sassy's repairs most computers in one to three days. Customers are even welcome to watch him work. Sassy's also offers training in A + Certification, PC Repair and Windows operating systems.

Armed with its new strategy, Sassy's has experienced a 15% increase in sales revenue, and currently works with two additional contractors to handle the workload.

"Owning your own business is very rewarding," said Conkis, "I highly recommend contacting your local SCORE chapter for advice."

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Sassy's Computers
85 Weaverville Hwy.
Asheville, NC 28804
(828) 658-9474
<http://www.sassys.com>

Contact SCORE at one of their Western North Carolina locations:

Asheville	(828) 271-4786	http://www.ashevillescore.org
Hendersonville	(828) 693-8702	
Brevard	(828) 883-3325	

SCORE is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE is a resource partner with the SBA. SBA provides funding and resources to the organization. SCORE Association volunteers serve as "Counselors to America's Small Business." Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge.

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